



EFSA on Social Media

*How to make the most of EFSA's
Social Media content*

Sharon Monti

FP Meeting, Parma, 15 November

EFSA ON SOCIAL MEDIA



EFSA ON SOCIAL MEDIA



+ 20K followers

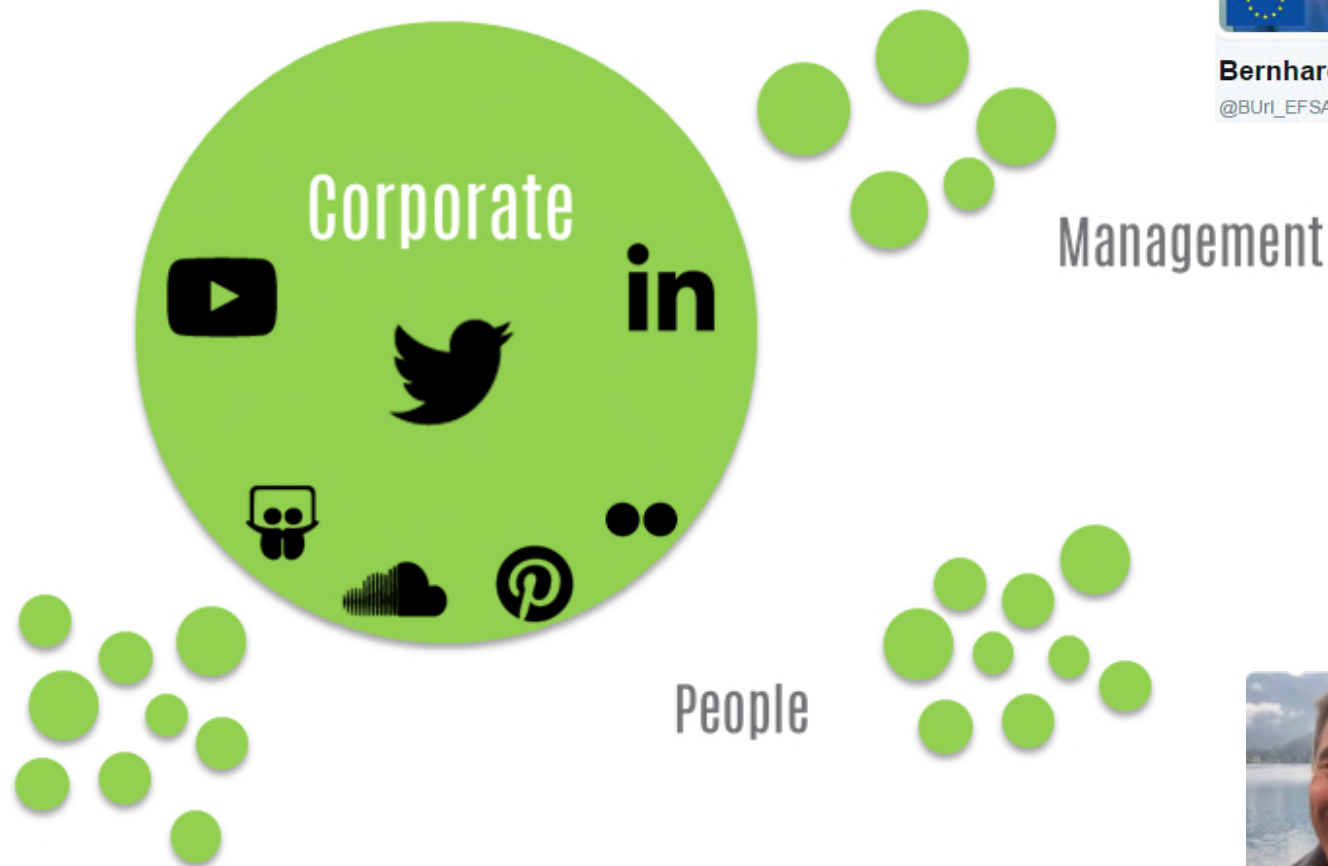


+ 27K followers



+ 600K views

EFSA ON SOCIAL MEDIA



Bernhard Url
@BUrl_EFSA



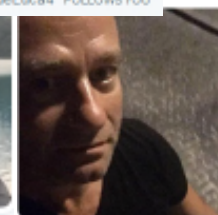
Hans Verhagen
@HVerhagen_EFSA



Lucia de Luca
@LuciadeLuca4 FOLLOWS YOU



Alberto Spagnolli
@albertspagnolli FOLLOWS YOU



Didier Verloo
@dverloo FOLLOWS YOU

PILOT: THEMATIC ACCOUNTS



625 tweets

753 followers



284 tweets

408 followers

@BURL_EFSA BRAND AMBASSADOR ON TWITTER



Bernhard Url

@BUrl_EFSA

Executive Director @EFSA_EU.
#FoodSafety, #Innovation and #Science.

📍 Parma, Italy

🌐 efsa.europa.eu

📅 Joined October 2012

🖼️ 107 Photos and videos



Tweets **369** Following **109** Followers **493** Likes **21** Lists **4**

Tweets **Tweets & replies** Media



Bernhard Url @BUrl_EFSA · 15h

EFSA's transparency and engagement approach: discussing science and communication with our stakeholders. #StakeholderEngagement



EFSA ✓ @EFSA_EU

#StakeholderEngagement in action: roundtable with NC... takes place in Brussels today



↻ 3

❤️ 2

@BUrl_EFSA

369 tweets

493 followers

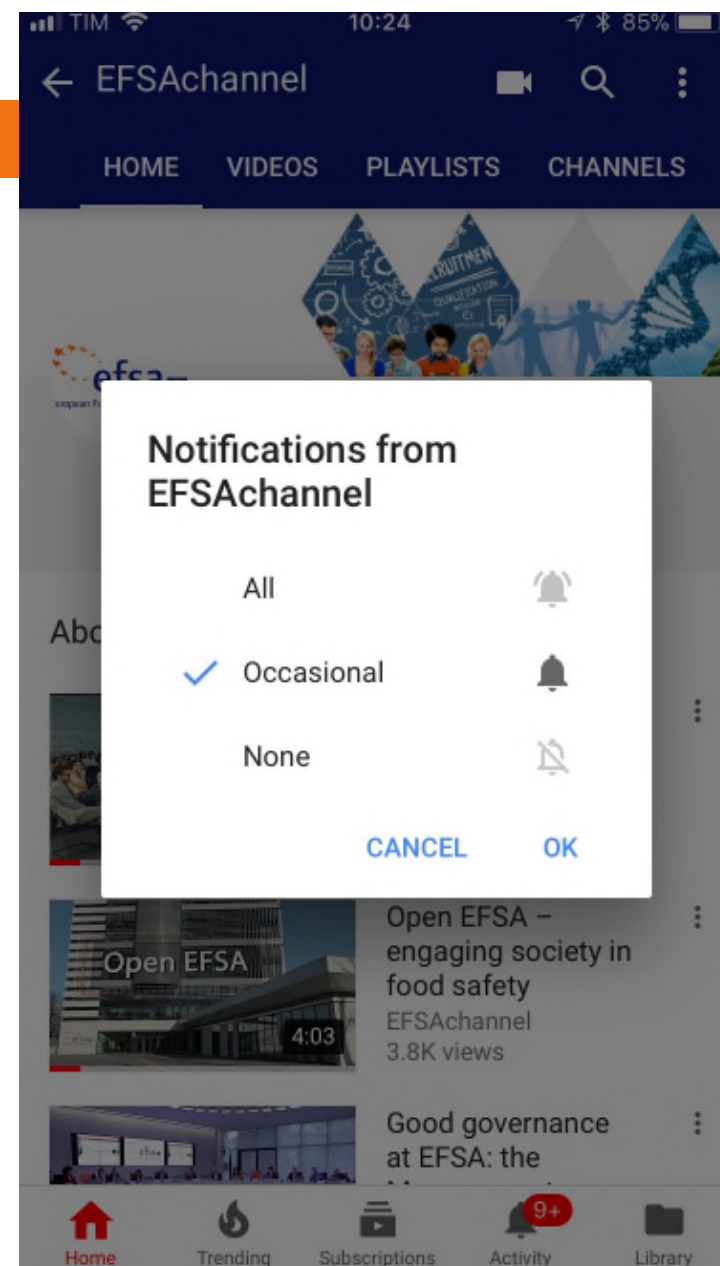
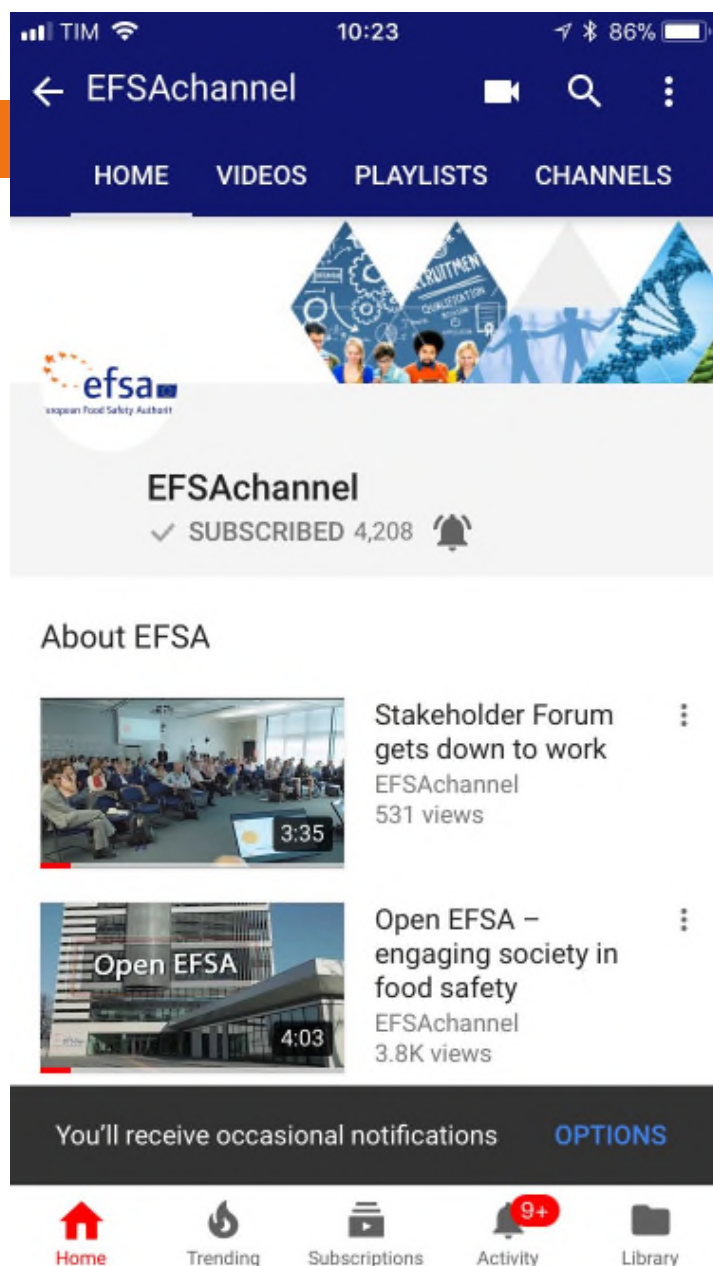
A collage of images representing various aspects of food and agriculture, including a hand holding a plant, a bee, a bowl of salad, a bunch of grapes, a cow, and a network diagram.



SHARING



Mobile notifications



TIM 10:50 76%

 **European Food Safety Authority (EFSA)** 27.739 followers 16 mins

Today is the European Antibiotics Awareness Day #EAAD – Follow the live streaming of the EU-level launch event <http://bit.ly/2zZ0rVA> & join us tomorrow at t ...see more



European Antibiotic Awareness Day 2017
ecdc.europa.eu

5 Likes

 Like

 Comment

 Share

Be the first to comment on this

Jobs recommended for you

 **STAGE DIGITAL AND PR ASSISTANT**
Perfume Holding - Parma Area, Italy

29 d

Home

My Network

Messaging

Notifications

Jobs



How to share content from the EFSA website

Journal example

Go to old article view

EFSA JOURNAL

Open Access

Explore this journal >

Open Access CC BY Creative Commons

Scientific Report

ECDC/EFSA/EMA second joint report on the integrated analysis of the consumption of antimicrobial agents and occurrence of antimicrobial resistance in bacteria from humans and food-producing animals

Joint Interagency Antimicrobial Consumption and Resistance Analysis (JIACRA) Report

European Centre for Disease Prevention and Control (ECDC),
European Food Safety Authority (EFSA), European Medicines Agency (EMA)

First published: 27 July 2017 [Full publication history](#)

DOI: 10.2903/j.efsa.2017.4872 [View/save citation](#)

Cited by (CrossRef): 0 articles [Check for updates](#) [Citation tools](#)

Am score 22

EFSA Journal

View issue TOC
Volume 15, Issue 7
July 2017
e04872

ECDC/EFSA/EMA second joint report on the integrated analysis of consumption of antimicrobial agents and occurrence of antimicrobial resistance in bacteria from humans and food-producing animals

Overview of attention for article published in EFSA Journal, July 2017



? About this Attention Score

In the top 5% of all research outputs scored by Altmetric

MORE...

Mentioned by

- 1 news outlet
- 1 blog
- 9 tweeters

Readers on

- 22 Mendeley

SUMMARY

News

Blogs

Twitter

Title ECDC/EFSA/EMA second joint report on the integrated analysis of the consumption of antimicrobial agents and occurrence of antimicrobial resistance in bacteria from humans and food-producing animals

Published in EFSA Journal, July 2017

DOI 10.2903/j.efsa.2017.4872 [↗](#)

TWITTER DEMOGRAPHICS

MENDELEY READERS

ATTENTION

The data shown below were collected from the profiles of 9 tweeters who shared this research out [how the information was compiled.](#)



STAY CONNECTED!



Subscribe to

www.efsa.europa.eu/en/news/newsletters

www.efsa.europa.eu/en/rss



Engage with careers

www.efsa.europa.eu/en/engage/careers



Follow us on Twitter

[@efsa_eu](https://twitter.com/efsa_eu)

[@plants_efsa](https://twitter.com/plants_efsa)

[@methods_efsa](https://twitter.com/methods_efsa)